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K. Dane Snowden is the new CEO of the CFP Board.
Courtesy photo

CFP Board names new CEO, replacing retiring, longtime leader
By Rob Burgess
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The CFP Board has named K. Dane Snowden as its new CEO.

In February 2025, longtime CEO Kevin Keller announced he would step down in early 2026 after nearly two decades at the helm.

Snowden was a public member of CFP Board from 2017 to 2020 and was appointed chief operating officer in 2023. He previously served as president and CEO of the Internet Association, spent a decade as chief operating officer of the National Cable & Telecommunications Association, held leadership roles at The Wireless Association and was appointed by President George W. Bush as chief of the Consumer and Governmental Affairs Bureau at the Federal Communications Commission.

An interview request for Snowden was referred to current CFP Board Chair Terri Kallsen. (Kallsen began her term at the start of 2026, and Martin Seay will take over that role in 2027.)

Kallsen said she led a comprehensive yearlong search, partnering with executive search firm Spencer Stuart, that evaluated diverse internal and external candidates. Snowden, she said, uniquely combined strategic insight, operational readiness and alignment with CFP Board's mission.

The CFP Board provides its marks to advisors who meet certain educational, experience and conduct standards. Roughly 107,000 planners held a CFP mark at the group's last count — more than double the number who did when Keller started in 2007.

In the past year, the CFP Board has taken a greater interest in artificial intelligence in the wealth management industry. The CFP Board released a "Generative AI Ethics Guide" in February 2025 and convened a new AI Working Group in June 2025 to address the technology's place in the financial planning industry.